

Workplace Alaska

Class Specification Facilities Marketing Manager

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Class Title: Facilities Marketing Manager
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Definition:

Provides marketing and on site management of Alaska Railroad Corporation (ARRC) Real Estate facilities, including but not limited to the Bill Sheffield Depot, Ship Creek Depot, Freight Shed, Seward Depot/Intermodal, Fairbanks Depot, and future Intermodal Facilities.

Distinguishing Characteristics:

Examples of Duties:

Develops strategic marketing objectives for the ARRC facilities. Formulates short-term and long term plans to include promotional campaigns and market development. Directs and develops long-range programs for advertising and public relations. Provides oversight and management of assigned ARRC facilities. Coordinates activities and facility preparedness at the facilities for various users, including passenger trains and charters, conferences, meetings, special events and other types of rentals/permits. Ensures that users follow proper procedures for safe operations and compliance with ARRC's facility use requirements. Ensures compliance with Airport lease requirements.

Serves as a point of contact for potential tenants, permittees, lessees, and customers. Negotiates the terms of leases or permits, if necessary. Coordinates event schedules and activities with others in the Real Estate Facilities Department.

Maintains detailed records of all activity. Inspects facility before, during and after scheduled events and activities. Ensures compliance with terms of facility rental. Reports activity necessary for accurate billing according to applicable contracts.

Coordinates with other ARRC departments for maintenance activities. Oversees contractors and sub contractors performing repairs and maintenance of the facility. Ensures immediate emergency repairs are made as needed. Coordinates snow removal.

Monitors security needs for railroad property and facilities. Examines loss, damage or destruction of ARRC property and prepares written findings. Interfaces with local government representatives concerning security and code compliance. Provides representation at local governmental, planning and other events that may affect the railroad.

Provides input to operating and capital budgets for activities related to assigned facilities and other duties as assigned.

Knowledge, Skills and Abilities:

FACTOR 1: Technical and Operational Knowledge

High school diploma or GED equivalent is required. Bachelor's degree in business administration, marketing, or property management is preferred. Three years of responsible experience in marketing and management of facilities is required. Must have knowledge of ARRC's facility use requirements, procedures, contractual requirements and documentation for facility use. Must have knowledge of ARRC's leasing and permitting policy and land use requirements. Must have knowledge of billing and accounting practices. Must have knowledge of security regulations and laws regarding guard functions. Must have a valid driver's license.

FACTOR 2: Analytical Skills & Impact

Possess the ability to problem solve and exercise judgment over a variety of broadly defined duties. Analytical skills required designing, executing, and evaluating the effectiveness of marketing programs, independently determining the methods and approaches to be used. The program is evaluated in terms of results achieved and objectives met. The ability to effectively analyze and interpret data is required. Must be able to conduct inspections, recognize deficiencies and the need for action, prioritize and take appropriate steps. Must be able to prepare cost and budget analyses and prepare requests and justification for funds. Must be able to develop and review procedures and make recommendations for improvement. Must be able to analyze and resolve unusual problems.

FACTOR 3: Supervision and Control

This position will not have direct supervisory responsibility within ARRC. However, this position does provide indirect oversight of other employees who are assigned from other departments to perform work on ARRC's facilities.

FACTOR 4: Communication

Contacts, in addition to those within the corporation, are with lessees/permittees, airport police, government officials, contractors, vendors, and the general public. Purpose of communication is to market the use of ARRC facilities and ensure that users of ARRC's facilities understand the requirements for their use. Requires tact in dealing with contractors or lessees for compliance issues. Negotiates solutions and exchanges factual data to secure cooperation in correcting deficiencies.

FACTOR 5: Working Conditions

Work will be performed at a variety of ARRC facilities, primarily in office settings. Position will require that the incumbent travel to various sites. The incumbent will be required to work odd hours and during evenings.

Minimum Qualifications:

High school diploma or GED equivalent is required. Bachelor's degree in business administration, marketing, or property management is preferred. Three years of responsible experience in marketing and management of facilities is required. Must have a valid driver's license.

Required Job Qualifications:

(The special note is to be used to explain any additional information an applicant might need in order to understand or answer questions about the minimum qualifications.)

Special Note:

Minimum Qualification Questions:

Do you have an high school diploma or GED AND three years of responsible experience in marketing and management of facilities?